

Traffic Order# 195865

**Printed:** 08/02/2012 1:13 PM  
**Last Received:** 08/02/2012 10:46 AM  
**Showing Baylines:** Last Sta Revised Lines

Station	KASA-TV ALBUQUERQUE, NM.	Agency	( ) MENTZER MEDIA
Advertiser	( ).AMER 4 PROSPERITY	Sales Office	( ) PHILADELPHIA
Product	AMER FOR PROSPERITY	Salesperson	( ) AMY MCCREARY
Estimate#	316		
Buyer	STEPHANIE KOHLBAUER	Flight Dates	08/15/2012 - 08/21/2012
Phone#	505-243-1111	Hiatus Weeks	
		Rep Firm	

--- CONTRACT COMMENT ---

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REMARKS —

MAKING GOOD WILL BE NEEDED LINES A AND E

PROPOSAL TOTALS

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Aug 12:	13 / \$16,175.00						
Sales Totals:	13 / \$16,175.00						
Station Totals:	13 / \$16,175.00						
LINES not sent/rclrd/rtrn:	0 / \$0.00						
<b>---COMPETITIVE---</b>							
Market Totals	\$202,188	CABL 22%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 0%	KOAT 17%

Rep Order# 6838187 Ver# 2 Status Returned  
EC'd Yes

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2 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) AMER 4 PROSPERITY  
Product AMER FOR PROSPERITY  
Estimate# 316  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Books JUJL12  
Demos RA35+

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //316  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Showing Buylines: Last Sta Revised Lines  
Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( )

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order# 6838187 Ver# 1 Status New  
 EC'd Yes

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) AMER 4 PROSPERITY  
 Product AMER FOR PROSPERITY  
 Estimate# 316  
 Buyer STEPHANIE KOHLBAUER  
 Phone#  
 Fax#

Traffic Order# **105805**  
 Printed: 08/02/2012 10:46 AM  
 Last Received: 08/02/2012 9:09 AM  
 Showing Buylines: All Lines

Agency ( ) MENTZER MEDIA  
 600 FAIRMONT AVE, S#306  
 TOWSON, MD 21286  
 Agency C/P/I/P2/E //316  
 Flight Dates 08/15/2012 - 08/21/2012  
 Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
 Sales Office ( ) AMY MCCREARY  
 Salesperson ( )  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	-----	-----	08/15-08/17	1	\$3,000.00	:30	3	-----	W-F	9P-930P	3
2	Buyline Comment: NEWS		08/16-08/16	1	\$4,500.00	:30	1	TH	6P-9P	1	\$4,500.00
3	Buyline Comment: NFL PRESEASON		08/17-08/17	1	\$4,500.00	:30	1	F	6P-9P	1	\$4,500.00
4	Buyline Comment: NFL PRESEASON		08/17-08/17	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
5	Buyline Comment: BONES	<b>N</b> <b>A</b> <b>N</b> <b>F</b> <b>L</b>	08/17-08/17	1	\$500.00	:30	1	F	8P-9P	1	\$500.00
6	Buyline Comment: HOUSE	<b>N</b> <b>A</b> <b>H</b> <b>E</b> <b>S</b>	08/18-08/18	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
7	Buyline Comment: COPS		08/18-08/18	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
8	Buyline Comment: NEWS		08/19-08/18	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00
9	Buyline Comment: NEWS		08/20-08/21	1	\$2,000.00	:30	2	SU	8A-9A	1	\$250.00
10	Buyline Comment: NEWS		08/20-08/21	1	\$2,000.00	:30	2	M-TU	9P-930P	2	\$1,000.00

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Rep Order# 6838187 Ver# 1 Status New  
EC'd Yes

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Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) AMER 4 PROSPERITY  
Product AMER FOR PROSPERITY  
Estimate# 316  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

In Daypart Program  
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Dates # of Weeks  
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Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //316  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Rep Firm Sales Office ( ) PHILADELPHIA  
( ) AMY MCCREARY  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Spots/Week Day Time Total Spots Rate  
--- ----- --- --- -----  
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---REPORT TOTALS---  
Report Totals: 13 / \$16,175.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$16,175.00  
Sales Totals: 13 / \$16,175.00  
Station Totals: 13 / \$16,175.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$202,188

	CABL	KASA	KASY	KLUZ	KOAT
KOB	0%	8%	0%	0%	0%
KRQE	33%	42%	0%	0%	0%

---COMPETITIVE COMMENTS---  
NEW ORDER

Books JUL12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

[Sorted by: Line]

Advertiser: gp-930p						
Station: KASA						
Advertiser's POI/Americans For Prosperity						
Alt Order #	Estimate #	Date	Length/Priority	Air Time	Ad-ID	Rate
Agency						
Line: 1	Order: 195865					
06838187316	08/15/12	:30 P3	\$1,000.00 Mentzer Media Services			
06838187316	08/16/12	:30 P1	\$4,500.00 Mentzer Media Services			
Line: 2						
06838187316	08/17/12	:30 P3	\$4,500.00 Mentzer Media Services			
Line: 3						
06838187316	08/17/12	:30 P1	\$4,500.00 Mentzer Media Services			
Line: 4						
06838187316	08/17/12	:30 P3	\$4,500.00 Mentzer Media Services			
Line: 5						
06838187316	08/17/12	:30 P3	\$500.00 Mentzer Media Services			
Line: 6						
06838187316	08/18/12	:30 P3	\$200.00 Mentzer Media Services			
Line: 7						
06838187316	08/18/12	:30 P4	\$400.00 Mentzer Media Services			
Line: 8						
06838187316	08/18/12	:30 P4	\$325.00 Mentzer Media Services			
Line: 9						
06838187316	08/19/12	:30 P3	\$250.00 Mentzer Media Services			
Line: 10						
06838187316	08/20/12	:30 P3	\$1,000.00 Mentzer Media Services			
06838187316	08/21/12	:30 P3	\$2,000.00 Mentzer Media Services			
Time Period: gp-930p						

[Sorted by: Line]

Alt Order #	Estimate #	Date	Length/Priority	Air Time	Ad-ID	Rate	Agency
						\$16,175.00	
						\$16,175.00	
						\$16,175.00	

Advertiser: POL/Americans For Prosperity

Station: KASA

Spot Manager: All, 08/15/12-08/21/12

<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	

This broadcast time will be used by: Americans for Prosperity

GROSS						Total Charges: \$
VARIETIES						
Broadcast Length	Time of Day/ Rotation or Number	Package Weeks	Days per Week	Class	Times per Week	Number of Weeks

Americans for Prosperity	
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I, Lauren A. Schumacher, do hereby request station time concerning the following issue:

Date	Station and Location:
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## NON-CANDIDATE/ISSUE ADVERTISEMENTS AGREEMENT FORM FOR

Signdate \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Accepted     Accepted in Part     Rejected

### **TO BE SIGNED BY STATION REPRESENTATIVE**

Date 11/17/2012      Signature Jeanne A. Zylstra  
Contact Phone Number 703-224-3200

### **TO BE SIGNED BY ISSUE ADVERTISER**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisements of the entity named below (may be attached separately):

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are:

a corporation;  a committee;  an association;  or other unincorporated group.

and you are authorized to announce the name as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

*Attorneys for Plaintiff*

I represent that the payment for the above described broadcast time has been furnished by:

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

John Flynn

Group Treasurer

Tim Phillips

President

Phone: 202-349-5880

Fax: 202-587-4599

Executive Director or

Address: 1726 M St. NW 10th Flr.  
Advertiser Group Name: Adweek for Adweek

Address:

City, State & Zip Code: Washington D.C. 20036

Advertiser Group Name:

Issue

General Information Request Form